

**Abstract**

A system and method for selling airline tickets. This system and method includes receiving in a first information processing device a bid for airline travel including an amount the bidder is willing to pay per unit of distance flown and determining whether the bid is acceptable to a seller of air travel services. Further, there is also provided a system and method for selling airline tickets wherein the cost is determined using an X + Y pricing scheme. An X + Y pricing scheme determines the cost based on factors including a fixed cost factor "X" and/or a variable cost factor "Y" based on a unit of distance. Some embodiments require the purchase of a subscription to bid on airline travel. Further, pricing schemes that allow more accurate and rational pricing of airline travel based on actual cost factors of providing airline travel as a service to consumers is disclosed.

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